

**OFFICE OF CONGRESSMAN EARL BLUMENAUER  
APPROPRIATIONS REQUEST FORM  
FISCAL YEAR 2011**

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**Project Details**

**1. Project title:**

Oregon's Enhancing Employment Outcomes Project

**2. Organization name and address (the recipient of the funds):**

State of Oregon Department of Human Services  
Children Adults and Families Division's Office of Vocational Rehabilitation Services  
500 Summer Street NE, Salem, Oregon 97301-1120

**3. Contact information**

**a. Project's primary contact:**

Stephaine Parrish-Taylor, Administrator  
State of Oregon Department of Human Services' Children Adults and Families Division's  
Office of Vocational Rehabilitation Services

**b. Daytime telephone number/ mobile phone number:**

Office: 1-503-945-6201

**c. Email Address:** stephaine.taylor@state.or.us

**d. Project location (if different than organization's address):**

Same as organization's address

**4. Please describe the requesting organization's main activities.**

State of Oregon Department of Human Services' Children Adults and Families Division's Office of Vocational Rehabilitation Services (OVRs), a statewide program, assists individuals with disabilities in getting and keeping a job that matches their skills, interests and abilities. OVRs staff works in partnership with the community and businesses to develop employment opportunities for people with disabilities.

**5. Is this organization a public, private non-profit, or private for-profit entity?**

A public entity; State of Oregon Department of Human Services.

**6. From what federal agency and account are you requesting funds (Please be specific -e.g., Department of Housing and Urban Development, Economic Development Initiatives account)?**

Federal Department of Education, Office of Special Education and Rehabilitative Services

**7. Briefly describe the activity or project for which funding is requested (no more than 500 words).**

“Think Beyond the Label” (TBTL) is a multi-media campaign targeting employers that makes the business case for hiring people with disabilities. Oregon was one of five “leadership” states that led the consortium in creation and implementation of TBTL. The campaign was a collaboration of 30 states across the nation who have Medicaid Infrastructure Grants (MIGs) funded through the Department of Health and Human Services’ Centers for Medicare and Medicaid Services’ Disability and Elderly Health Group.

The campaign includes a website ([www.thinkbeyondthelabel.com](http://www.thinkbeyondthelabel.com)) offering businesses resources and access to support in Oregon to improve their ability to reach this untapped labor pool. The campaign website will lead Oregon employers to the OBLN website ([www.obln.org](http://www.obln.org)). TBTL also includes a ready-made suite of integrated print/audio/visual materials for implementation at the state/regional level.

TBTL will assist the State of Oregon, Department of Human Services’ Office of Vocational Rehabilitation Services (OVRs) in developing an Oregon TBTL state media campaign, which is critical to assist OVRs in building statewide capacity of the Enhancing Employment Outcomes (EEO) system. EEO is a service delivery system that results in effective and efficient employment outcomes as well as providing a sound way to engage Oregon employers in hiring people with disabilities.

Businesses awareness is being raised through TBTL and OVRs wants to be able to connect with businesses and provide them with motivated, reliable and dependable employees. The requested funding will assist in building OVRs’ capacity to meet the needs of employers who respond to the message of TBTL.

TBTL compliments OVRs’ EEO initiative and partnership with the Oregon Business Leadership Network (OBLN) and the Council of State Administrators of Vocational Rehabilitation, National Employment Team (CSAVR-NET). The OBLN is a coalition of Oregon’s leading employers, large and small, improving their competitive advantage by including people with disabilities in the workplace and market place. It is the only statewide disability organization led by business for business.

OBLN provides business networking opportunities, education, and resources on best practices in hiring employees with disabilities and growing careers, marketing to consumers with disabilities and contracting with vendors with disabilities. The CSAVR-NET is actively working with business, consumers and Vocational Rehabilitation (VR) State agencies. The CSAVR-NET is a coordinated approach to serving business customers through a national VR team (80 agencies) that specializes in employer development, business consulting and corporate relations. The approach provides business with direct access to qualified applicants and the support services provided by the public VR system.

Five Oregon OVRs staff would be hired to coordinate efforts of TBTL, OVRs EEO, OBLN, and the CSAVR-NET. These staff would manage corporate relations in their local communities; the increased demand for employees from OVRs that TBTL and EEO are creating; and coordinate efforts of VRCs and their vendors in establishing business relationships.

**8. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?**

The purpose of this project is to raise the employment rates of Oregonians with disabilities. Oregon has over 300,000 people ages 21 – 64 with a disability that presents an obstacle in obtaining, maintaining or advancing in employment. In 2007 41.2% of this population were employed as compared to 79.5% of people without disabilities. 26% of those people with disabilities who were employed qualified under the federal poverty level, as compared with 9.3% of people without disabilities. Unfortunately for people with disabilities these statistics have remained essentially the same for the past two decades.

There are two main barriers to employment that this project will address. First, is to help remove preconceptions that some businesses have about hiring someone with a disability. Second, is to increase Oregon's ability to provide the additional supports to search for and maintain employment that people with disabilities often have.

OVRs must be able to efficiently reach all Oregon employers with the information that there is a largely untapped labor pool of motivated, reliable and dependable employees that can help them evolve their workforce and strengthen their businesses financially. It is impossible for the existing 128 Vocational Rehabilitation Counselors (VRCs) in Oregon to effectively work with the numbers who annually request assistance and simultaneously work with businesses in the state.

"Think Beyond the Label" will provide an accessible, efficient and fiscally sound way for Oregon businesses to grasp the message that hiring a person with a disability makes good business sense. At that point, the amount of manpower, hours and dollars that VRCs put into getting an employer to hear the business case around hiring a person with a disability will be spent serving more people; providing barrier removal services; and making faster placements into job opportunities.

More people with disabilities served and getting jobs means increased tax revenue for the state; lower usage of other public benefits; and a more efficient use of taxpayer dollars going into OVRs.

**9. Has this project received federal appropriations funding in past fiscal years?**

No

**9a. If yes, please provide the fiscal year, Department, Account, and funding amount of any previous funding.**

N/A

**Funding Details**

**10. Amount requested for this project:**

\$850,084.00 (Six month local media buys)

**11. Breakdown/budget of the amount you are requesting for this project (e.g., salary \$40,000; computer \$3,000):**

“Think Beyond the Label” 6 month media saturation in Portland, Salem, Eugene, Medford, Pendleton areas:

Cable Television:	\$288,548.00 (Daily-weekly runs in all major cable outlets)
Radio:	100,600.00 (Daily-Weekly 10 and 15 second spots in Prime Time Traffic and News Sponsorships on major channels)
Transit:	157,000.00 (Monthly bus cards)

“Think Beyond the Label” select locations in major financial districts:

Billboards: \$103,500.00 (6 month)

“Think Beyond the Label” 6 month Statewide:

Print Ads:	\$ 73,436.00 (Weekly/monthly depending on media (i.e. magazine, newspaper))
Digital:	127,000.00 (Banner ads in Oregon specific business- focused placements hitting Oregon markets)

**12. What is the total cost of the project?**

\$1,406,959.00

**13. Is this project scalable (i.e., If partial funding is awarded, will the organization still be able to use the funds in FY 2011)?**

Yes

**14. What other funding sources (local, regional, state) are contributing to this project or activity? (Please be specific about funding sources and funding amounts)**

OVRs would provide \$556,875.00 to fully fund 5 Regional Employer Liaison Positions in the Portland Metro area, Willamette Valley, Southern Oregon, Central Oregon, Eastern Oregon over two years. Funding will cover a phase in of one position plus benefits and all indirect costs each quarter until all five positions are filled. These positions will coordinate efforts of local offices and maintain business relationships in their communities. Without long term OVRs staff doing this coordination running TBTL in local markets could generate more need from employers than OVRs could fulfill, and actually create a negative effect.

**15. Please list public or private organizations that have supported/endorsed this project.**

- Brain Injury Association of Oregon
- Center for Medicare and Medicaid Services’ Disabled and Elderly Health Programs Group
- Disability Business Technical Assistance Corporation NW/ADA Info-Oregon
- Disability Rights Oregon, Oregon’s Protection and Advocacy Agency
- Learning a Living, Easter Seals of Oregon
- Mid-Valley Behavioral Care Network
- Oregon Business Leadership Network

- Oregon Centers for Independent Living: Independent Abilities (HASL); Central Oregon Resources for Independent Living; Eastern Oregon Center for Independent Living; Lane Independent Living Alliance; Independent Living Resources; SPOKES Unlimited; Umpqua Valley Disabilities Network
- Oregon Department of Education
- Oregon Department of Transportation
- Oregon Developmental Disabilities Coalition
- Oregon Developmental Disabilities Supported Employment Task Force
- Oregon Law Center
- Oregon Neighborhood Partnership Fund
- Oregon Technical Assistance Corporation
- Oregon Parent Training and Information Center
- Oregon Rehabilitation Association
- Oregon Social Security Administration
- Oregon Employment Department
- Oregon State Independent Living Council
- Oregon State Rehabilitation Association
- Oregon Supported Employment Center for Excellence
- Portland State University Regional Research Institute
- Teaching Research Institute, Monmouth, Western Oregon University
- Salem Hospital Regional Rehabilitation Center
- South Lane Mental Health
- Southern Oregon Options for Success
- State of Oregon Department of Human Services